American Library Association members and customers have asked for an authorized, trademark-compliant way for libraries, schools, and other non-profits to create their own READ® posters to promote literacy and reading. In order to meet the needs of the digital age, ALA Graphics provides you with an easy way to use professional quality images to reproduce the READ trademark within the legal limits of the mark. Combine photos of your local celebrities with the eye-catching backgrounds and type treatments contained on this disc to create customized READ posters and bookmarks.

READ CD 1 FEATURES:
- 15 READ Type Treatments (.png/.jpg/.eps/.psd)
- 6 Layered READ Poster Files (.psd)
- 6 Layered READ Bookmark Files (.psd)
- 10 READ Poster Files (.jpg)
- 6 Poster Background Files (.jpg)

READ CD 1 OFFERS:
- A creative way to display your own local celebrities showcasing their favorite books
- A means to partner with community groups, legislative bodies and local government to build awareness of library and community services
- Comprehensive, easy-to-use package providing everything needed to create your own READ materials
- Wide variety of file types, background files, and type treatments to customize each READ item to your reader
- Versatile layouts, including posters, bookmarks, trading cards, and reading logs, to create a variety of marketing materials and incentives
- An opportunity to build upon Teen Read Week, National Library Week, and other events in your library

SYSTEM REQUIREMENTS:
For READ CD Files: Mac or PC; RAM: Minimum 256 MB / recommended 512 MB

RECOMMENDATIONS:
For Adobe Photoshop Elements: PowerPC G3, G4, or G5 processor; Mac OS X v.10.3 or 10.4; 256 MB of RAM; 750 MB of available hard-disk space; 1024 x 768 16-bit (XGA) display; CD-ROM drive

Digital Cameras: A 3.2 megapixel camera is recommended to produce photo-quality prints up to 8.5” x 11”. Creating poster-size prints larger than 8.5” x 11” requires a 5.0 mega-pixel camera or greater.

Scanning Images: For best quality in creating poster-size prints, start with originals that are at least 8” x 10”, and scan them at no less than 300 dpi.

Printing: Posters are sized at 11” x 17” to accommodate printing with standard, tabloid-sized paper, but can be printed as small as 8.5” x 11.5”. For true-to-size 22” x 34” READ posters, your completed digital files can be easily transfered to a portable drive as .jppgs for printing at a local print shop.

ADDITIONAL RESOURCES:
- Find help and creative ideas in the READ CD blog at http://readcd.ala.org/blog/
- View READ posters or add yours to Flickr at www.flickr.com/groups/readposters/pool/
LAYERED POSTER & BOOKMARK FILES:

Corresponding bookmark files are also available.

READ BACKGROUND FILES:

TYPE TREATMENT FILES:

BACKGROUND FILES: